

<i>SERFF Tracking Number:</i>	<i>GEFA-126141751</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Genworth Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>42302</i>
<i>Company Tracking Number:</i>			
<i>TOI:</i>	<i>LTC06 Long Term Care - Other</i>	<i>Sub-TOI:</i>	<i>LTC06.000 Long Term Care - Other</i>
<i>Product Name:</i>	<i>Total Living Coverage Annuity Single Premium Deferred Annuity with Long Term Care Benefits</i>		
<i>Project Name/Number:</i>	<i>TLCA Product Brochure/5445823</i>		

Filing at a Glance

Company: Genworth Life Insurance Company
Product Name: Total Living Coverage Annuity Single Premium Deferred Annuity with Long Term Care Benefits
SERFF Tr Num: GEFA-126141751 State: ArkansasLH

TOI: LTC06 Long Term Care - Other	SERFF Status: Closed	State Tr Num: 42302
Sub-TOI: LTC06.000 Long Term Care - Other	Co Tr Num:	State Status: Closed
Filing Type: Advertisement	Co Status:	Reviewer(s): Marie Bennett
	Authors: Karen Lewis, Andy Zimmerman	Disposition Date: 05/29/2009
	Date Submitted: 05/06/2009	Disposition Status: Filed-Closed
Implementation Date Requested: On Approval		Implementation Date:

State Filing Description:

General Information

Project Name: TLCA Product Brochure	Status of Filing in Domicile: Pending
Project Number: 5445823	Date Approved in Domicile:
Requested Filing Mode: Review & Approval	Domicile Status Comments:
Explanation for Combination/Other:	Market Type: Individual
Submission Type: New Submission	Group Market Size:
Overall Rate Impact:	Group Market Type:
Filing Status Changed: 05/29/2009	Explanation for Other Group Market Type:
	State Status Changed: 05/29/2009
Deemer Date:	Corresponding Filing Tracking Number:
Filing Description:	

This brochure will be used by licensed agents from our career and broker channels at point of sale, and presented in conjunction with the Outline of Coverage to generate interest in Genworth Life Insurance Company's "Total Living Coverage Annuity Single Premium Deferred Annuity With Long Term Care Benefits" policy form number SPDAPLTC 806 et al and rider form number SPDARLTC 806 et al filed and approved on January 5, 2007.

SERFF Tracking Number: GEFA-126141751 State: Arkansas
Filing Company: Genworth Life Insurance Company State Tracking Number: 42302
Company Tracking Number:
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
Product Name: Total Living Coverage Annuity Single Premium Deferred Annuity with Long Term Care Benefits
Project Name/Number: TLCA Product Brochure/5445823

This advertising material is new and does not replace any advertisement filed by Genworth Life Insurance Company.

Company and Contact

Filing Contact Information

Andy Zimmerman, Advertising Review Analyst andy.zimmerman@genworth.com
6620 W. Broad Street (804) 484-3949 [Phone]
Richmond, VA 23230-1700 (804) 281-6334[FAX]

Filing Company Information

Genworth Life Insurance Company	CoCode: 70025	State of Domicile: Delaware
6610 W Broad Street	Group Code: 350	Company Type: LifeHealth & Annuity
Richmond, VA 23230	Group Name:	State ID Number:
(804) 281-6600 ext. [Phone]	FEIN Number: 91-6027719	

Filing Fees

Fee Required?	Yes
Fee Amount:	\$25.00
Retaliatory?	No
Fee Explanation:	AR Filing Fee=\$25 per advertisement
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Genworth Life Insurance Company	\$25.00	05/06/2009	27674841

SERFF Tracking Number: *GEFA-126141751* *State:* *Arkansas*
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Product Name: *Total Living Coverage Annuity Single Premium Deferred Annuity with Long Term Care Benefits*
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Marie Bennett	05/29/2009	05/29/2009

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Disposition

Disposition Date: 05/29/2009

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: GEFA-126141751 State: Arkansas
Filing Company: Genworth Life Insurance Company State Tracking Number: 42302
Company Tracking Number:
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
Product Name: Total Living Coverage Annuity Single Premium Deferred Annuity with Long Term Care Benefits
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Item Type	Item Name	Item Status	Public Access
Supporting Document	AR Cover Letter		Yes
Form	TLCA Product Brochure		Yes

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Filing Company: Genworth Life Insurance Company State Tracking Number: 42302

Company Tracking Number:

TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other

Product Name: Total Living Coverage Annuity Single Premium Deferred Annuity with Long Term Care Benefits

Project Name/Number: TLCA Product Brochure/5445823

Form Schedule

Lead Form Number: 5445823 03/18/09

Review Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	5445823 03/18/09	Advertising TLCA Product Brochure	Initial		0	5445823_031 809_gnw.pdf

SERFF Tracking Number: *GEFA-126141751* *State:* *Arkansas*
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Product Name: *Total Living Coverage Annuity Single Premium Deferred Annuity with Long Term Care Benefits*
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**Attachment "5445823_031809_gnw.pdf" could not be reproduced here for the following reason:
Unknown encryption type (4)**

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Rate Information

Rate data does NOT apply to filing.

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Supporting Document Schedules

Review Status:

Satisfied -Name: AR Cover Letter

05/06/2009

Comments:

Attachment:

AR Cover Letter 5445823 031809.pdf



Long Term Care Insurance

6620 West Broad Street Building 4
Richmond, VA 23230

May 6, 2009

Arkansas Department of Insurance
1200 West Third Street
Little Rock, Arkansas 72204

ATTN: Mr. John Shields

**Re: ADVERTISING FILING ACCIDENT AND HEALTH INSURANCE
GENWORTH LIFE INSURANCE COMPANY NAIC# 70025
TLCA Product Brochure: 5445823 03/18/09**

Dear Mr. Shields,

On behalf of Genworth Life Insurance Company, I submit for your review and approval duplicate copies of the above referenced advertising material intended for use in the state of Arkansas. The filing fee of \$25 is being transmitted via EFT on the SERFF filing system.

This brochure will be used by licensed agents from our career and broker channels at point of sale, and presented in conjunction with the Outline of Coverage to generate interest in Genworth Life Insurance Company's "Total Living Coverage Annuity Single Premium Deferred Annuity With Long Term Care Benefits" policy form number SPDAPLTC 806 et al and rider form number SPDARLTC 806 et al filed and approved on January 5, 2007.

This advertising material is new and does not replace any advertisement filed by Genworth Life Insurance Company.

If you should have any questions, please call me at our toll free phone number, 1-800-284-5568, extension 8133949, fax me at 804-281-6334 or e-mail me at Andy.Zimmerman@genworth.com.

Sincerely,

Andrew A. Zimmerman

Andrew A. Zimmerman
Genworth Life Insurance Company
Advertising Review Analyst
Compliance/Advertising Review
Andy.Zimmerman@genworth.com

Attachments